



NEW YORK

Metropolis of the

World



THE JOHN WANAMAKER STORE

AVERY ARCHITECTURAL AND FINE ARTS LIBRARY
GIFT OF SEYMOUR B. DURST OLD YORK LIBRARY

Ex Libris

SEYMOUR DURST

t' Fort nieuw Amsterdam op de Manhatans



FORT NEW AMSTERDAM



(NEW YORK), 1651.

When you leave, please leave this book
Because it has been said
"Ever'thing comes t' him who waits
Except a loaned book."



NEW YORK CITY
and
THE WANAMAKER STORE

Compliments of
John Wanamaker



THIS BOOK is passed along to our friends and customers in all parts of the country with the wish that it may emphasize and humanize these three points:

—*the supremacy of New York City in many ways;*

—*the close relationship between New York City and the Wanamaker Store;*

—*the willingness and ability of the Wanamaker Store to serve you either by mail in your own home, or in person when you visit New York.*

Figures and statistics compiled and verified by Joseph Caccavajo, consulting engineer and expert on municipal research.

Copyrighted, 1916, John Wanamaker, New York

Photographs copyrighted, 1916, Underwood & Underwood, New York.

Geographically
**This Store is in Metropolitan
New York's Heart**

BUT the best of it is that the people all over the country have taken the Store into their hearts. The whole secret of this business is that we try to find out what the people want and have it here for them.

There are large compensations in being a merchant and employing steadily from twelve to fifteen thousand people educated above the average workers.

This business has in it the opportunity to gain an academic and a practical, technical education in the highest standard of commercial life, and an environment of art, music, executive practice, and general knowledge of management.

If there is anything our customers can suggest that we can do in changing the regulations of the Store to serve them better, we shall be pleased to be informed, that it may be as a whole a more useful servant to the city and country.

The things we did in the beginning many years ago were but the beginning, as the people have seen throughout the years, but there is more yet to be done.

Whatever we can learn from the public to aid us in making this the best store of its kind in the world will be helpful to us.

(Signed)

John H. Hammond



*Great, Dominating Superbuildings, Symbols
of Financial Power Concentrated in
Lower Manhattan*

NEW YORK *Metropolis of the* World

New York is now the largest city on earth—the biggest, busiest, healthiest, wealthiest aggregation of people in the whole world. It has become the world's metropolis—first in population, in wealth, in business, in commerce, in finance, in education, in music, in charity, in achievement, in power.

The Department of Health of New York City officially announced the population of the City of New York on January 1, 1916, to be 5,742,999.

New York, with its population of nearly six million residents within the city limits, with almost an equal number of people residing within two hours' ride of the City Hall, and with considerably over a quarter of a million out-of-town visitors daily registered at its hotels—is a city of big accomplishments and big problems.

As will be shown later, New York City is not only the largest organized municipality in the world, but it now has more people than London residing within the Metropolitan district. In New York are found the greatest buildings, bridges, transit systems, educational, police, fire and health departments; the greatest libraries, public and semi-public hospitals and charitable institutions, and system of water supply; the greatest foreign population; the greatest business and manufacturing enterprises; and the greatest foreign commerce coming into the finest harbor in the world; and the greatest problems. It is a great magnet which attracts the best men and women of the day—the men and women who make history and accomplish things worth while. The very environment spells accomplishment.

New York a Dream City

New York may be called a dream city, or rather a city where dreams come true. This is because the men and women who dream, work hard and back up their work with intelligence and concentration. Once upon a time the mammoth buildings of Manhattan that tower hundreds of feet in the air were dreams—so were the giant bridges that span the East River. The same is true of the aqueduct, the subways, the tunnels of the city—engineering works of greater magnitude and presenting greater difficulties than those involved in the construction of the Panama Canal; the docks that line the water front; and the thousands of other structures born in the brains of men, which are now accomplished facts.

All were dreams, considered visionary or worse when first suggested, and they would never have come true if the men who dreamed them had not concentrated their efforts and worked out their dreams for the benefit of the great majority who dream all the time or do not dream at all.

London now follows New York in population as it does in many other respects. The administrative City



Aquarium and New York Harbor

of New York far outranks the administrative City and County of London. By administrative city is meant the territory within the city limits, which is governed by one municipality. In New York, the administrative city includes the territory within the five boroughs of which the Mayor is the executive. Administrative London includes the corporation of the City of London, and the twenty-eight metropolitan boroughs within the County of London, which comes under the jurisdiction of the London County Council.

Larger Than London

The administrative City of New York, in 1916, had a total land area of 327 square miles, and on January 1, 1914, had a resident population of over 5,518,752. It is made up of five boroughs—Manhattan, Brooklyn, Bronx, Queens and Richmond. The executive head of the city government is the Mayor, elected for four years by popular vote in all five boroughs. The Mayor is the chief executive and appoints and can remove the chief administrative officials of the city. With the exception of the Finance Department and the departments in charge of sewers, street paving and buildings, the Mayor of New York is responsible for the entire administration of the city. A controller, who is the executive head of the Finance Department, and a President of the Board of Aldermen, are also elected for a term of four years by the voters of the entire city. A Borough President is elected in each of the five boroughs, also for four years. These eight elective officers, the Mayor as chairman, constitute the executive committee of the City of New York, and are known as the Board of Estimate and Apportionment. On this Board, the Mayor has three votes, the Controller three votes, the Presidents of Manhattan and Brooklyn two votes each, and the Presidents of Bronx, Queens and Richmond one vote each. The five boroughs of the city are divided



Statue of Liberty

into seventy-three Aldermanic districts, each of which elects an Alderman to serve two years. The Board of Aldermen, of which the five Borough Presidents are also members, has had its powers greatly curtailed by the present city charter, and the duties of the Aldermen are practically confined to local improvements, city ordinances, and in part to the approval of the financial operations of the city.

On January 1, 1914, administrative London had a population of 4,517,170, and the population of the metropolitan district (693 square miles) was 7,448,681. On January 1, 1914, administrative New York had a population of 5,518,752, and the population of the metropolitan district (686 square miles) was 7,454,296. Since that date, the percentage of increase here has been considerably in excess of that in London, and it is fair to assume that the population of Metropolitan New York on January 1, 1916, exceeded that of Metropolitan London by at least 100,000.

New York's Supremacy

New York not only leads London in population, but also is far ahead in many other particulars. Using figures made previous to the outbreak of the Great

War, the statistical records of the United Kingdom and of the United States show that the foreign commerce of London equaled \$1,791,857,641, as compared with \$1,793,690,123 for New York.

The total vessel tonnage movement in foreign trade:

Entering London . . . 11,973,249 tons

Entering New York . . 13,673,765 tons

Clearing London 9,004,974 tons

Clearing New York . . 14,549,138 tons

In administrative London there are 215,000 telephones as compared with nearly three times that many in New York City.

\$92,420,120,092 was passed through the New York Clearing House during the same period as the London Bankers' Clearing House passed \$73,070,000,000.

The total number of passengers carried by the London railways, tramways and omnibuses throughout and beyond the entire metropolitan district in one year was 1,658,947,013 passengers or approximately 230 rides per capita.

During the same period there were as many passengers carried by the street railways alone within the limits of the administrative City of New York and the per capita rides exceeded 320 per annum. The New York public paid for local transportation over \$88,000,000 in one year. When the new subways and rapid transit lines now contracted for are completed, the local facilities will have a capacity of over 3,000,000,000 passengers per annum.

Administrative London has 2,184 miles of street as compared with 3,795 miles in administrative New York. New York City spends \$5,000,000 annually lighting its 77,000 street lamps; London spends less than \$2,000,000 for lighting purposes.

The report of the London County Council shows that 6,183 new buildings were erected in one year and recorded 27,270 alterations to existing buildings. Ad-



New York's Perfect City Hall Building

ministrative New York had only 9,571 alterations, but during the same period 13,241 new buildings were erected.

New York's Great Problems

Today, New York is increasing in population at the rate of nearly 18,000 each month.

With this great growth come great problems.

New York, however, has acquired the habit of solving difficult problems, and while the transit problem has vexed the keenest minds and taxed the ingenuity of the greatest engineers and transportation experts for many years, the building of the new subway system now under construction will, without question, relieve the situation and go far towards a happy solution of the transit problem.

Improved transit facilities do not increase population, but merely relocate it. During the progress of the wonderful growth which the City of New York has experienced, the population has been moved about, and its development to the north, south, east and west has

been regulated to the greatest extent by the development of different modes of travel.

The change from stage-coach to horse-car and cable, to elevated and trolleys, and from ferries to bridges and tunnels, all had their effect as is plainly evident from a study of the growth in the several sections of the city.

There is no place in the world where the phrase "TIME IS MONEY" is more true than in New York City.

Here it is not distance, but the time it takes to get to and from one's place of business that counts, in seeking a place of residence. Speed and accessibility and cheap fare are vital factors to the proper expansion and growth of the city, and the development of the transit facilities has been, during the past forty years or more, in clearly defined periods.

The decade from 1870 to 1880 witnessed the building of the wonderful Manhattan Elevated System. The years 1880 to 1890 marked the completion and successful operation of the great Brooklyn Bridge over the East River and its effects are shown by the remarkable growth of Brooklyn during that period. Between 1880 and 1900, the slow-moving horse-cars and unsatisfactory cable-cars gave way to the modern trolley, and the steam-cars on the elevated roads in Manhattan and Brooklyn were replaced by rapid-moving, electrically propelled trains.

The period between 1900 and 1910 witnessed the successful completion and operation of one great subway system and the beginning of other systems which will in time extend to all parts of the five boroughs of the city. It was during this same period that the great tunnels of the Pennsylvania Railroad were constructed under Manhattan and the Hudson and East Rivers, and the McAdoo tubes to Jersey were completed.

While 1900-1910 may well be called the subway and tunnel decade, 1910-1920 will unquestionably win the



Flatiron Building

right to be called the real Era of Rapid Transit Development.

The first subway system originally designed to carry 400,000 passengers a day is now carrying three times that many and its traffic is still increasing.

The Completed Traffic Systems

The Municipality is now building a new system of rapid transit railroad connecting all five boroughs of the greater city. It will be completed in 1917 and will be operated in connection with existing rapid transit railroads by the Interborough Rapid Transit Company and

by the New York Municipal Railway Corporation, owned by the Brooklyn Rapid Transit Company.

The new system will embrace 621 miles of single track, underground and elevated railroad, composed as follows:

Existing underground and elevated (owned by city).....	73 miles
Existing elevated (owned by companies)	223 miles
New underground and elevated (owned by city).....	260 miles
New elevated (owned by companies).....	65 miles
Total.....	621 miles

The cost of the new work and new equipment for this system is estimated at \$330,000,000, which will be contributed as follows:

By the municipality	\$164,000,000
By the Interborough Rapid Transit Company.	105,000,000
By the New York Municipal Railway Corporation.	<u>61,000,000</u>
Total.....	\$330,000,000

By the terms of the agreements for operation, the Interborough Company contributes \$58,000,000, and the New York Municipal Corporation \$13,500,000 towards the cost of construction of city-owned lines. In return, the companies get leases of such roads for operation for forty-nine years, and will share surplus profits beyond a fixed return with the municipality.

Some idea of the immensity of the transit problem in New York may be had from the fact that every man, woman and child rides on an average of 330 times a year. The total passengers carried during 1915 was over 1,850,000,000, more than half again as many as the total passengers carried during the year on all of the steam railroads of the United States.

There are 82 street railways; 32 railroads; 1 stage-coach company; 20 gas companies; 2 electric conduit companies; 13 express companies; and 15 holding companies within the City limits, under the supervision of the Public Service Commission.

New York City has 555 miles of water front; 101 miles



Pennsylvania Station

of which is developed with an actual wharfage length of 227 miles. The City has built and owns more than 230 piers, as well as almost 15 miles of masonry bulkhead wall.

The wonderful harbor of New York, which has a depth of 40 feet for the accommodation of the transatlantic steamships, has over 2,000 feet clearway at the entrance to the channel.

New York City is one of the most wonderful business corporations in the world, and its receipts and expenditures are almost beyond the conception of anyone but an expert in matters of finance, because they involve thousands of millions.

The cost of running the City government alone is approximately \$200,000,000 each year.

Within the city limits there are 3,780 miles of streets and 2,230 miles of sewers.

New York's Education and Recreation

In addition to the College of the City of New York and Hunter College, the city has 505 day elementary schools; 89 evening elementary schools; 23 day high schools, and 26 evening high and trade schools; nearly 22,000 teachers are employed.

The public libraries of the City represent an investment of approximately \$35,000,000. Of this amount the City appropriated \$26,000,000, and \$9,000,000 was obtained through gifts and bequests of public-spirited citizens. Nearly one million and a half is expended for the maintenance of the libraries per annum.

The value of the public parks, which cover 8,500 acres, is in excess of \$641,000,000.

One hundred and twenty miles of parkways are maintained, as well as 94 playgrounds and 9 recreation piers. There are also public baths, gymnasias and bathing beaches owned and operated by the City.

The area of the larger parks are:

Central.....	843 acres	Pelham Bay ..	1,756 acres
Prospect.....	526 acres	Forrest	536 acres
Bronx.....	710 acres	Seaside.....	263 acres
Van Cortlandt..	1,132 acres	Highland.....	102 acres

The Park Department maintains six children's school farms containing 7 acres; two crops are grown and harvested each year on these farms and 6,300 children were assigned in 1915 to individual plots, 8 feet by 4 feet. The farm plots are also used by school-teachers as demonstrating stations for farm work. In 1915 some 25,000 children received practical instruction by visiting the farms and by studying in the classroom samples of beans, beets, carrots, lettuce and corn grown on the farms.

Band and orchestral concerts are given during the summer in many of the parks. In 1915 483 were held, attended by over 500,000 people.

New York's Water System

No story of New York will be complete without some description of the wonderful new water supply system which is now about completed.



Woolworth Building



Metropolitan Building

Costing more than \$77,000,000, supplying 500,000,000 gallons daily, and tapping a source of supply more than one hundred miles from New York, the Catskill Aqueduct will commence emptying its waters into the City in 1916.

There are 92 miles of aqueduct north of the City and 18 miles of tunnel within the city limits, in addition to some 15 miles of large pipe.

At some points under Manhattan Island and Brooklyn, the tunnel is more than 700 feet deep and at the point near Storm King, where the aqueduct is syphoned under the Hudson River wholly through

granite rock, the tunnel attains a depth of 1,114 feet below sea level.

Kensico reservoir, north of White Plains, will store 29 billion gallons and is practically completed.

Hill View Equalizing Reservoir, with a capacity of 900 million gallons, is located just north of the City and is also practically completed.

On Staten Island, Silver Lake Terminal Reservoir, with a capacity of 400 million gallons, is more than 50% completed.

The work which the engineers of the Board of Water Supply have accomplished in furnishing the City with an adequate supply of pure water ranks with any engineering feat that has ever been attempted in the world.

There are 45 bridges over navigable waters in New York City, which have cost from \$1,500 to \$26,000,000 to build.

The total cost of bridges under the jurisdiction of the Bridge Department is more than \$135,000,000.

More than 550,000 persons can be transported across the bridges in either direction in one hour.

New York's Borough Population

NEW YORK CITY (Five Boroughs)				MANHATTAN			BRONX		
Year	Population	Increase	Population per Acre	Population	Increase	Population per Acre	Population	Increase	Population per Acre
1890..	2,507,414	31	12	1,441,216	24	102	88,908	71	3
1900..	3,437,202	37	16	1,850,093	28	132	200,507	126	8
1910..	4,766,883	39	23	2,331,542	26	166	430,980	115	17
1915..	5,795,000		28	2,633,000		188	651,000		25
ESTIMATED									
1920..	7,000,000	47	34	2,500,000	7	178	950,000	120	36
BROOKLYN				QUEENS			RICHMOND		
Year	Population	Increase	Population per Acre	Population	Increase	Population per Acre	Population	Increase	Population per Acre
1890..	838,547	40	17	87,050	54	1	51,693	33	1
1900..	1,166,582	39	23	152,999	76	2	67,021	30	1
1910..	1,634,351	40	33	284,041	86	3	85,969	28	2
1915..	1,975,000		40	431,000		6	105,000		3
ESTIMATED									
1920..	2,500,000	53	50	900,000	217	10	150,000	74	4

New York's Manufacturing Statistics

Capital invested.....	\$1,364,353,000.00
Value of output.....	2,029,693,000.00
Number of plants.....	25,938
Number of employees.....	680,510
Annual wages.....	\$323,698,000.00

With 5% of the population New York produces, in value, 10% of the manufactured products and 10% of the manufacturing plants of the entire country.

Of the entire countries' manufactures, New York produces:

- 50% of clothing.
- 35% of men's furnishing goods.
- 70% of women's wearing apparel.
- 95% of artificial feathers and flowers.
- 35% of pianos and piano-players.
- 25% of jewelry.
- 25% of printing and publishing.
- 70% of fountain pens.
- 25% of gas and electric fixtures.
- 20% of paint and varnish.

The above information is from United States Census report of 1910.

Since that date there has been an increase of 20% in population and a proportionate increase in manufacturing activities.

New York's Clearing House

Its 62 members include 29 National Banks, 32 State Banks and Trust Companies, and the Assistant Treasurer of the United States at New York.

Aggregate transactions, 1853-	
1915, amount to.....	\$2,723,014,735,775.11
Average daily exchange, 1915....	299,810,916.58
Total exchanges, 1915.....	90,842,707,723.90

Bank clearings of city approximate 56½% of the total bank clearings of the United States.

New York's Commerce

The total foreign commerce of the port of New York exceeds that of any other port in the world.

It is approximately equal to the combined total commerce of all other ports of the United States.

Statistics of World's Greatest Ports

(These figures made from latest figures from various ports previous to the Great War.)

	Imports	Exports	Total Value	Total Ship Tonnage
New York.	\$1,097,230,251	\$1,043,011,594	\$2,140,241,845	28,834,780
Hamburg.	1,096,550,183	864,229,672	1,960,779,855	27,404,989
London...	1,164,769,445	702,161,337	1,866,930,782	20,978,223
Liverpool.	872,320,787	944,662,492	1,816,983,279	14,767,990
Antwerp..	625,991,233	588,734,262	1,214,725,495	26,656,480

Total miles of water front—city 555.

Total miles of water front—port 771.

Seventy-seven foreign steamship terminals in harbor.

Scheduled steamship sails every 2 hours and 41 minutes.

Passenger traffic per annum, 1,843,770.

(The above figures do not include coastwise trade.)

New York's Banking

Banking resources of the City of New York are equivalent to 21% of the other banking resources of the country.

	Number of Banks	Total Resources	Average Resources per Bank
The United States (not including city)	25,849	\$21,251,802,619	\$ 821,378
City of New York.....	144	4,460,360,980	30,905,284

New York's Savings Banks

Number of Depositors	Deposits	Resources
2,053,423	\$1,208,312,472.43	\$1,342,768,422.52
Average Deposit, \$588.		Average per capita, \$225.

New York's Mercantile Statistics

The mercantile and general business activities are most extensive and commensurate with the port and manufacturing activities.

There are more telephones in New York than in all London, Paris, Berlin and Vienna combined.

The retail dry goods business includes 2,000 stores, employing more than 150,000 employees. Six stores do

an annual business of \$25,000,000 more or less per store and 12 of the largest department stores, employing a total of 56,000, do a total annual business approximating \$200,000,000.

In addition, many of the products of over 26,000 manufacturing plants are sold direct to city consumers.

The value of food-stuffs consumed in the city is approximately \$4,000,000 per day or \$1,460,000-000 per annum.

100,000 bushels of oats, 700 to 800 tons of hay, and 75,000



New York Stock Exchange

bushels of corn are brought into the city each day. Feeding animals in New York costs more than \$50,000,000 annually.

It is estimated that more than 1,250,000 people patronize restaurants of New York City each day.

10,000 head of cattle and 40,000 sheep and lambs are killed weekly in New York City.

There are more than 3,000 bakeries producing bread valued at more than \$70,000,000 per annum.

Butter valued at over \$80,000,000 was used in New York City in 1915.

40,000,000 chickens, turkeys, geese and ducks come yearly into New York markets and the value of poultry and eggs exceeded \$125,000,000.

Oranges and lemons. \$15,000,000

Apples 18,000,000

Vegetables (except potatoes). 68,000,000

20,000 tons of ice are used in the city in a day.

New York uses 2,000,000 quarts of milk every day, drawn from 44,000 farms in more than six states. More than 20,000 delivery wagons are required to serve this daily supply.

New York's Hotels

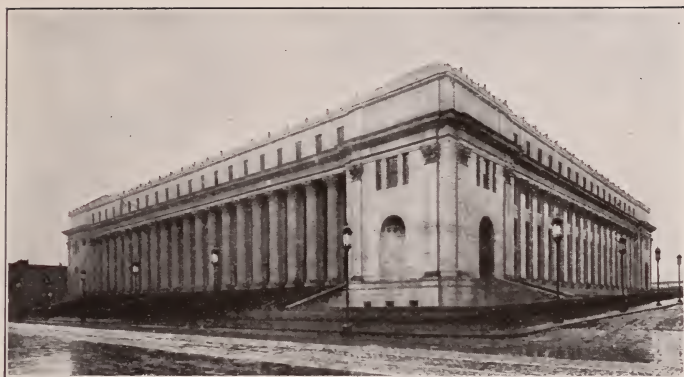
To provide adequate hotel accommodations there are more than 1,500 licensed hotels and a large number of hotel apartment houses in the city.

In a comparatively small area in the heart of the Borough of Manhattan, there are 150 prominent hotels, averaging 300 rooms and 160 baths. These structures represent an investment of approximately \$200,000,000.

In this section there are 25 hotels that represent an average investment of more than \$5,000,000 and contain a total of 16,140 rooms and 10,540 baths.

New York's More Important Hotels

Albemarle-Hoff	203 West 54th Street
Albert	University Place and 11th Street
Algonquin	59 West 44th Street
Ansonia	Broadway and 73d Street
Astor	Broadway and 44th Street
Belleclaire	Broadway and 77th Street
Belmont	Park Avenue and 42d Street
Beresford	Central Park West and 81st Street
Biltmore	Madison Avenue and 43d Street
Bonta	216 West 94th Street
Breslin	Broadway and 29th Street
Cretton Hall	Broadway and 86th Street
Brevoort	Fifth Avenue and 8th Street
Bristol	122 West 49th Street
Broadway Central	673 Broadway
Broztell	3 East 27th Street
Buckingham	Fifth Avenue and 50th Street
Chelsea	222 West 23rd Street
Claridge	Broadway and 44th Street
Collingwood	45 West 35th Street
Cumberland	Broadway and 54th Street
Empire	Broadway and 63d Street
Endicott	Columbus Avenue and 81st Street
Earle	103 Waverly Place
Flanders	135 West 47th Street
Gerard	123 West 44th Street
Gotham	Fifth Avenue and 55th Street
Grand	Broadway and 31st Street
Great Northern	118 West 57th Street
Gregorian	42 West 35th Street
Hermitage	Seventh Avenue and 42d Street
Holland	Fifth Avenue and 30th Street
Herald Square	116 West 34th Street
Imperial	Broadway and 31st Street
Judson	53 Washington Square
Knickerbocker	Broadway and 42d Street
Latham	4 East 28th Street
Longacre	157 West 47th Street
Lorraine	5th Avenue and 45th Street
McAlpin	Broadway and 34th Street
Majestic	Central Park West and 72d Street
Marlborough	1355 Broadway
Manhattan	Madison Avenue and 42d Street
Marie Antoinette	Broadway and 66th Street



New York Post Office Building

Martha Washington

Martinique

Murray Hill

Navarre

Netherland

New Grand

New Weston

Park Avenue

Plaza

Prince George

Renaissance

Ritz-Carlton

St. Andrew

St. Denis

St. Lorenz

St. Regis

San Remo

Savoy

Seville

Seymour

Sherman Square

Somerset

Theresa

Vanderbilt

Waldorf Astoria

Wallick

Walton

Wellington

Wolcott

Woodstock

Woodward

York

29 East 29th Street

Broadway and 32d Street

Park Avenue and 40th Street

Seventh Avenue and 38th Street

Fifth Avenue and 59th Street

Broadway and 31st Street

Madison Avenue and 49th Street

Park Avenue and 32d Street

Fifth Avenue and 59th Street

14 East 28th Street

512 Fifth Avenue

Madison Avenue and 46th Street

Broadway and 72d Street

Broadway and 11th Street

127 East 72d Street

Fifth Avenue and 55th Street

Central Park West and 74th Street

Fifth Avenue and 59th Street

Madison Avenue and 29th Street

44 West 45th Street

Broadway and 71st Street

150 West 47th Street

Seventh Avenue and 125th Street

Park Avenue and 34th Street

Fifth Avenue and 34th Street

Broadway and 43d Street

104 West 70th Street

Seventh Avenue and 55th Street

4 West 31st Street

135 West 43d Street

Broadway and 55th Street

Seventh Avenue and 36th Street

New York's Amusements



Municipal Building

Amusements are both numerous and diversified to meet the requirements of a population of 8,000,000 in and about the city, and the ever-changing throng of transient visitors estimated at over 300,000 a day.

With 230 theatres, including vaudeville, and 1,000 moving-picture theatres, nearly 800,000 patrons can be seated at one performance. In addition, the baseball parks, exposition buildings,

athletic clubs, etc., provide a seating capacity of more than 250,000. All places of public assembly are carefully safeguarded by the city.

The municipality provides additional amusements in the form of free illustrated lectures in schools and public buildings throughout the city, a form of educational amusement which has proven most popular.

Important among the amusement places of the city are the extensive ocean beaches, including the well-known Coney Island where, during the summer months, many thousands daily enjoy the pleasures and delights of sea-bathing. Extending eastward are the more exclusive beaches—Brighton, Rockaway, and Long Beach.

Important Amusement Places in New York

Theatres, etc.	Location	Seating Capacity
Academy of Music	East 14th St. and Irving Place	3,300
Aeolian Hall	Aeolian Building	1,300
Astor	Broadway and 45th Street	1,133
Belasco	44th St., near Broadway	984
Booth	222 W. 45th St.	698
Broadway	41st St. and Broadway	1,600
C. & H.	226 W. 42d St.	1,055
Carnegie Hall	W. 57th St., near 7th Ave.	2,800
Casino	Broadway and 39th St.	1,500
Century	62d St. and Central Park West	2,906
Colonial	Broadway and 62d St.	1,435
Comedy	W. 41st St., near 6th Ave.	696
Cort	48th St., east of Broadway	1,029
Eltinge	236-42 W. 42d St.	898
Empire	Broadway and 40th St.	1,100
Forty-eighth St.	48th St., east of Broadway	961
Forty-fourth St.	44th St., west of Broadway	1,500
Fulton	46th St., west of Broadway	924
Gaiety	Broadway and 46th St.	806
Garden	Madison Ave. and 27th St.	1,116
George M. Cohan	Broadway and 43d St.	1,088
Globe	Broadway and 46th St.	1,200
Grand Central Palace	Lexington Ave. and 46th St.	
Hippodrome	6th Ave. and 44th St.	5,200
Hudson	44th St., near 6th Ave.	1,177
Knickerbocker	Broadway and 38th St.	1,352
Liberty	234 W. 42d St.	1,200
Longacre	220 W. 48th St., near Broadway	1,005
Lyceum	45th St., near Broadway	957
Lyric	213 W. 42d St.	1,372
Madison Square Garden	Madison Ave. and 26th St.	12,137
Manhattan Opera House	34th St., near 8th Ave.	3,200
Maxine Elliott	39th St., near Broadway	938
Metropolitan Opera House	Broadway, 39th and 40th Sts.	3,366
Neighborhood Playhouse	466 Grand St.	410
New York	Broadway and 45th St.	1,495
Palace	Broadway and 47th St.	1,800
Playhouse	141 W. 48th St.	874
Plaza	Madison Ave. and 59th St.	1,600
Princess	39th St., near 6th Ave.	299
Proctor's Fifth Avenue	Broadway and 28th St.	1,406
Punch and Judy	49th St., east of 7th Ave.	299
Republic	42d St. and Broadway	1,000
Rialto	Broadway, at 42d St.	2,040
Shubert	225 W. 44th St.	1,400
Standard	90th St. and Broadway	1,493
Strand	Broadway and 47th St.	2,750
Thimble	10 Fifth Ave.	146
Thirty-ninth St.	39th St., east of Broadway	673
Wanamaker Auditorium	9th St. and Broadway	1,300
Winter Garden	Broadway and 50th St.	2,000



St. Patrick's Cathedral

New York's Most Notable Churches

Baptist — *Calvary Church*, W. 57th St., between Sixth and Seventh Aves.; *Fifth Avenue*, W. 46th Street, near Fifth Ave.; *Judson Memorial*, Washington Square; *Madison Avenue*, Madison Avenue, cor. East 31st St.

Christian Science — *First Church of Christ Scientist*, Central Park West, cor. 96th St.; *Second Church of Christ Scientist*, Central Park West, cor. 68th St. Other churches are at 35 E. 125th St.; 600 W. 181st St.; 29 W. 42d St.

Congregational — *Broadway Tabernacle*, Broadway, cor. 56th St.; *Pilgrim*, Madison Ave.,

cor. 121st St.; *Manhattan*, Broadway, cor. W. 76th St.

Dutch Reformed — *Marble Collegiate*, Fifth Ave., cor. 29th St.; *Collegiate Church of St. Nicholas*, Fifth Ave., cor. 48th St.; *Madison Avenue*, Madison Ave., cor. 57th St.

Friends or Quakers — *Meeting Houses*, 221 E. 15th St., and 144 E. 20th St. (Orthodox).

Lutheran — *Gustavus Adolphus Swedish Evangelical*, 151 E. 22d St.; *St. James*, 870 Madison Ave.; *Evangelical Lutheran Church of the Advent*, Broadway, cor. 93d St.; *St. Peter's German Evangelical*, 474 Lexington Ave.

Methodist Episcopal — *Calvary*, Seventh Ave., cor. 129th St.; *Cornell Memorial*, E. 76th St.; *Madison Avenue*, 659 Madison Ave.; *St. Andrew*, 126 W. 76th St.; *St. James*, Madison Ave.

Presbyterian — *Brick Church*, 410 Fifth Ave.; *Fifth Avenue*, cor. 55th St.; *Old First*, 54 Fifth Ave.; *Fourth Avenue*, 286 Fourth Ave.;

Harlem, 122d St., and Mt. Morris Park West; *Madison Square*, 506 Madison Ave., cor. Madison Sq.; *University Place*, cor. E. 10th St.

Protestant Episcopal—*Cathedral of St. John the Divine*, Morning-side Ave. and W. 112th St.; *All Souls*, 86 St. Nicholas Ave.; *Calvary*, 273 Fourth Ave.; *Grace Church*, 800 Broadway; *Heavenly Rest*, 551 Fifth Ave.; *St. Bartholomew*, 348 Madison Ave.; *St. George*, 7 Rutherford Place; *St. Michael*, Amsterdam Ave., and W. 99th St.; *St. Thomas*, Fifth Ave., cor. W. 53d St.; *Trinity*, Broadway, cor. Rector St.; *Ascension*, 36 Fifth Ave.; *St. Mary the Virgin*, 139 W. 46th St.

Roman Catholic—*St. Patrick's Cathedral*, Fifth Ave., cor. 50th St.; *All Saints*, Madison Ave., cor. 129th St.; *St. Francis Xavier*, 36 W. 16th St.; *St. Stephen*, 149 E. 28th St.; *St. Paul the Apostle*, Columbus (Ninth) Ave., cor. W. 60th St.; *St. Gabriel*, 312 E. 37th St.; *St. Agnes*, 143 E. 43d St.; *Sacred Heart*, 447 W. 51st St.; *St. Joseph*, 59 Sixth Ave.; *Blessed Sacrament*, W. 71st St. near Broadway.

Swedenborgian or *New Jerusalem Church* at 114 E. 35th St.

Synagogues—*Beth-El*, Fifth Ave., cor. 76th St.; *Shaarai Tephila*, W. 82d St.; *Temple Emanu-El*, Fifth Ave., cor. 43d St.; *Rodof Sholom*, Lexington Ave., cor. 63d St.; *Shearith Israel*, Central Park West, cor. 70th St.

Unitarian—*All Souls*, Fourth Ave., cor. 20th St.; *Messiah*, 61 E. 34th St., cor. Park Ave.

Universalist — *Church of the Divine Fraternity*, Central Park West, cor. 76th St.

Among the chief churches for Colored Persons are *St. Benedict the Moor* (R. C.) Eighth Ave., cor. W. 53d St., and the *Methodist Episcopal Churches of Zion*, W. 68th St., near Seventh Ave.; and *Bethel*, 239 W. 25th St.

The headquarters of the *Salvation Army* are at 120 W. 14th St.

The Society for Ethical Culture, Central Park West, corner 64th Street.



St. Thomas's Church



Grant's Tomb and Hudson River

New York's Foreign Population

The latest census reports show that living in New York City there are 111,000 Scandinavians, 550,000 Italians, 47,000 French, 116,000 Poles, 41,000 Bohemians, 29,000 Russians, 860,000 Jews (the total Jewish population of the United States is about 2,000,000), 841,000 Germans, and 64,000 Hungarians. There are more Irish in New York than in Dublin, more Italians than in Rome, and twice as many Germans as in Bremen.

New York's Highest Buildings

Name and Location	No. of Stories	Height
Adams, 61 Broadway	32	424 ft.
Bankers', Wall & Nassau Sts.	39	539 ft.
City Investing, 165 Broadway	33	486 ft. 6 in.
Equitable, Broadway, Pine and Nassau Sts.	37	485 ft. 9 in.
Heidelberg, Broadway and 42d St.	30	410 ft.
Liberty Tower, Nassau and Liberty Sts.	32	400 ft.
Metropolitan	50	700 ft. 3 in.
Municipal, Centre St. and Park Row	24	560 ft. 1 in.
Singer, Broadway near Liberty St.	41	612 ft. 1 in.
Times, Broadway and 42d St.	28	419 ft. 9 in.
West St. Bldg.	19	404 ft.
Western Union, B'way & Dey St.	28	403 ft. 6 in.
Woolworth, Broadway, bet. Park Place and Barclay St.	56	798 ft.

New York's Museums and Art Galleries

The Metropolitan Museum of Art in Central Park, main entrance on Fifth Avenue at 82d St. Open daily, including Sundays. Free, except on Mondays and Fridays, when an admission of 25 cents is charged.

Museum of the Brooklyn Institute of Arts and Sciences, Eastern Parkway and Washington Ave., Brooklyn. Open daily, including Sundays. Free, except on Mondays and Tuesdays, when an admission fee of 25 cents is charged.

New York Historical Society, 76th St. and Central Park West. Paintings by old and modern masters (including 200 American portraits).

New York Public Library, Fifth Ave., 40th-42d Sts. Gallery of paintings, print collection and special exhibits, all free.

Fine Arts Building, 215 West 57th St., headquarters of Architectural League and Art Students' League.

Municipal Art Galleries, Washington Irving High School, Irving Place and 16th St.

National Arts Club, 14 Gramercy Park. Entrance to exhibition galleries, 119 E. 19th St.

The American Museum of Natural History (incorporated 1869), Central Park West, 77th St. and Columbus Ave. A museum and library of natural history to provide for the public a means of popular instruction on natural history and kindred subjects. Supported by subscriptions, city and endowment funds. The exhibition halls are open free to the public every day in the year. Hours: Week-days and legal holidays, from 9 a. m. to 5 p. m.; Sundays, from 1 to 5 p. m.

Zoological Gardens, Central Park, entrance Fifth Ave. and 64th St.; and at Bronx Park, 182d St. and Southern Boulevard. Admission free, except on Mondays and Thursdays, when 25c is charged.

Botanical Gardens (Bronx Park). Open daily from 10 a. m. to 4:30 p. m. Free.

Aquarium, Castle Garden, Battery Park, Admission free.



Washington Square and Washington Arch



Grand Central Station

© Irving Underhill

Railroad Passenger Stations in New York

Baltimore & Ohio, foot W. 23d and Liberty Sts.

Central of New Jersey, foot of W. 23d and Liberty Streets; Sandy Hook Route (in Summer), foot of W. 42d and Cedar Streets.

Delaware, Lackawanna & Western, foot of Barclay, Christopher and W. 23d Streets.

Erie, foot of Chambers and West 23d Streets.

Hudson Terminal, Cortlandt, Dey, Church and Fulton Streets.
Hudson and Manhattan R. R., Newark and Jersey City to Morton St., N. Y., to Christopher St., to 6th Ave., along 6th Ave. to 33d St.

Lehigh Valley, foot of West 23d and Liberty Streets.

Long Island, 7th Ave. and 33d St., foot E. 34th St., Atlantic Avenue Branch, junction of Flatbush and Atlantic Avenues, Brooklyn.

New Jersey & New York, foot of Chambers and West 23d Streets.

New York & Long Branch, foot Liberty, Cortlandt, Desbrosses, West 23d Streets and 7th Ave. and 32d Street. In Summer, foot W. 42d and Cedar Sts. also.

New York Central & Hudson River, Grand Central Station, 42d St. and 4th Ave.; Harlem, 125th St.; Harlem Division, 4th Ave. and 42d St., 125th Street; Putnam Division, 155th Street and 8th Avenue.

New York, New Haven & Hartford, Grand Central Station, 4th Avenue and 42d Street.

New York, Ontario & Western, foot of Cortlandt, and West 42d Sts.

New York, Susquehanna & Western, foot of Chambers and W. 23d Streets.

Northern of New Jersey, foot of Chambers and West 23d Streets.
Pennsylvania, foot of Cortlandt and Desbrosses Streets, 7th Avenue,
31st to 33d Streets and Hudson Terminal.
Philadelphia & Reading, foot of W. 23d and Liberty Streets.
Staten Island, foot of Whitehall Street.
West Shore, foot Cortlandt and West 42d Streets.

Bridges in and About New York

Brooklyn Bridge

The bridge connecting Manhattan and Brooklyn over the East River from Park Row, Manhattan, to Sands and Washington Streets, Brooklyn, was begun January 3, 1870, and opened to traffic May 24, 1883. Total cost of the bridge to date about \$23,200,000.

Manhattan Bridge

Manhattan terminal, Bowery and Canal St.; Brooklyn terminal, Nassau, near Bridge St. Estimated cost, \$29,900,000; of which \$15,660,000 is for structure and \$14,240,000 for land.

Work of construction of tower foundation in Brooklyn commenced October 1, 1901. Roadway opened for traffic December 31, 1909. East footwalk opened to pedestrians July 18, 1910. West footwalk opened May 11, 1911.

Williamsburg Bridge

The tower foundations for the bridge in Manhattan are at the foot of Delancey Street, and in Brooklyn at a point between South Fifth and South Sixth Streets. The bridge ends at Clinton Street in Manhattan, and at Havemeyer Street in Brooklyn. Construction commenced November 7, 1896. Cost of construction, including station in Manhattan, \$14,200,000. Cost of land, \$9,100,000.

Queensboro Bridge

Plans approved by the War Department, February 23, 1901. Main bridge is a continuous cantilever. Bridge, with approaches, extends from Second Avenue, between Fifty-ninth and Sixtieth Streets, Manhattan, to Crescent Street, Queens. Construction commenced June, 1901. Bridge opened for pedestrians and vehicles, March 30, 1909. Surface railway began operation September 19, 1909. Cost of bridge construction, \$13,500,000; cost of land, \$4,700,000; total, \$18,200,000.

Hell Gate Arch Bridge

The bridge spans the East River at Hell Gate, between Ward's Island and Astoria, Long Island. Designed and built by Gustav Lindenthal for the New York Connecting Railroad to connect the Pennsylvania and New York, New Haven systems at a cost, including approaches, of \$25,000,000. It is the longest arch in the world.

Subway Systems in New York

The subway, operated by the Interborough Rapid Transit Company, comprises:

A four-track trunk line from City Hall Park through Lafayette Street, Fourth Avenue, Forty-second Street and Broadway to Ninety-sixth Street.

A two-track southern extension from City Hall, down Broadway to the Battery, there connected by the Rapid Transit Tunnel under the East River to the Brooklyn subway, which extends along Joralemon and Fulton Streets to Atlantic Avenue.

Two northern branches from Ninety-sixth Street, viz.: (a) the Broadway and (b) the Lenox Avenue.

(a) The Broadway or West Side branch extends along Broadway, St. Nicholas and Amsterdam Avenues, and Broadway to 242d Street (Van Cortlandt Park). It has three tracks from Ninety-sixth Street to 137th Street and two beyond. Part of it is an elevated structure.

(b) The Lenox Avenue branch has two tracks (portions of which are carried on an elevated structure) with a terminal at Bronx Park. The Lenox Avenue branch leaves the trunk line at about 103d Street, runs eastwardly to and under the northwest corner of Central Park, thence north through Lenox Avenue to about 141st Street, where it branches off to the eastward and runs through various streets to Westchester Avenue, through Westchester Avenue to Southern Boulevard, and through Southern Boulevard to the terminus of the line at Bronx Park, or 180th Street.

The Hudson and Manhattan Railroad operates a system of subways popularly known as the McAdoo Tunnels. These tunnels connect the business section of New York with railroad terminals on the Jersey side.



The Bridges of New York

© Irving Underhill

The Bigness of New York

In its subways and tunnels, in its bridges and skyscrapers, in its vast population, one feels the bigness of New York. Only such a tremendously huge city as this could have such institutions as:

The Woolworth Building, Broadway at Park Place, the tallest building in the world, fifty-six stories and 798 feet high. From the tower, which is opened to visitors, can be seen, in wonderful compactness, the entire city of New York, its harbors, islands and suburbs.

Brooklyn Bridge, the best known bridge in the New Hemisphere.

The Equitable Building on lower Broadway, the most spacious office building in New York.

The Flatiron Building, at Fifth Avenue, Broadway and 23d Street, one of the shortest, though most distinctive, skyscrapers in New York.

Grand Central Terminal on 42d Street, into which a steam engine never comes.

Wall Street, which has really become more of an institution than a place.

The American Museum of Natural History, on Columbus Avenue, showing the natural wonders of the world.

Columbia University, along Broadway, 116th Street to 120th Street, with more students than any institution of higher learning in the world.

The Metropolitan Building, at Madison Avenue and 23d Street, the second tallest building in New York, one of the modern wonders.

The Metropolitan Museum of Art in Central Park, where collections of all that is finest in art are publicly shown.

The New York Public Library, at 42d Street and Fifth Avenue, one of the most notable buildings in New York, housing upwards of 1,100,000 volumes and pamphlets.

Pennsylvania Station at Seventh Avenue and 33d Street, where Arnold Bennett says you can see everything you would expect to find in a station but trains!

Cathedral of St. John the Divine, at Amsterdam Avenue and West 113th Street, now in the course of construction, to be finished, it is planned, some time during the present century.

The New York Stock Exchange, on Broad Street, a splendid example of Greek architecture, the fountain source of things financial.

St. Patrick's Cathedral, at Fifth Avenue and 50th Street, the head of the Roman Catholic Church in the diocese of New York, and the largest and one of the most elaborately decorated churches in the United States.

The Calm of New York

New York, however, has many quiet places, where it is difficult to imagine that the largest city in the world presses in on all sides.

Trinity Church, erected in 1839-1846, facing Wall Street, a religious oasis, surrounded on all sides by teeming industry. In the graveyard of Trinity lie the bodies of many famous people.

Gramercy Park, at 21st Street near Third Avenue, privately owned, a shelter spot for the children of the neighborhood.

Grace Church, at Broadway and Tenth Street, a wonderful example of perfect Gothic architecture.

Washington Square, at the very foot of Fifth Avenue, originally the old Potters Field, and now the melting pot where New York's oldest and newest families are found. The Washington Arch is here.

Central Park, the city's most important "country estate," acres of woods and lawns and lakes and meadows.

The Botanical Gardens, where wonderful trees and flowers grow despite their nearness to the "World's Greatest City."

The Zoological Gardens, where animals from all over the world are made to feel at home.

Madison Square, where Broadway crosses Fifth Avenue, a beautiful garden spot surrounded by many famous buildings.

Church of the Transfiguration, "The Little Church Around the Corner," at 29th Street near Fifth Avenue, especially beloved by the theatrical profession.

Landmarks of New York

There are countless places in New York of great interest and fascination. A few of the more important spots which can all be seen in one trip downtown are:



Trinity Church, Wall Street, and the Sub-Treasury Building

The Tombs or City Prison, near Brooklyn Bridge, the grave of so many hopes. It is connected by the Bridge of Sighs with the Criminal Courts Building.

Chinatown, where the Chinese have taken over three tiny but very interesting blocks of American soil.

Seamen's Institute, at 25 South Street, where the "homeless" seamen find a home.

The Aquarium in Battery Place, one of the most popular places to "sightsee" in New York. Originally a fort on an island, later Castle Garden, and now the home of strange water folk.

The Custom House, foot of Broadway, one of the most "unpopular" of New York's institutions.

All of the places mentioned below are of enough interest for special trips:

Governor's Island, plainly seen from the Battery, the headquarters of the Military Department of the East.

Ellis Island, in New York Harbor, the landing place for immigrants.

The Statue of Liberty, given to us by the people of France. A well-worth-while trip for everyone, and a hard climb for the courageous.

The John Wanamaker Store, at Ninth and Broadway, at first, as the old A. T. Stewart Store, thought too far uptown, and later thought too far downtown. Ideally located for its personal and specialized service.

The Cooper Union Institute, at the head of the Bowery, where those who would otherwise crave knowledge in vain, are given their opportunity.

Times Square, at Broadway and 42d Street, just now the focusing point of New York's amusement activities.

Polo Grounds, at 156th Street, the home of the National and American League Baseball Clubs.

Riverside Drive, a most picturesque drive along the Hudson, popular for those who motor, ride or walk.

Grant's Tomb, on Riverside Drive, built by the people of this country as the final resting place of General and Mrs. Grant.

Soldiers' and Sailors' Monument, an impressive memorial on Riverside Drive.

University of the City of New York, University Heights, the home of the Hall of Fame, now embracing, in academic relation, the Union Theological Seminary.

New York's Historical Places

New York grows so rapidly and destroys so ruthlessly, that very few distinctive places of historical character are to be found. Those that still exist, however, are very well worth visiting.

Battery Park, the home ground of the first settlers, on whose rocky shores batteries used to be posted for defense against the world.

St. Paul's Chapel (1766), on Broadway near Vesey Street, built on what was then the river front, the oldest church building in the city.

St. Peter's Church (1785), a block from St. Paul's, the oldest Catholic Church in the city.

John Street Methodist Church (1766), at 44 John Street, the oldest Methodist Church in America.

Bowling Green, foot of Broadway, the oldest park in New York.

City Hall, finished in 1812, thought by many people to be the architectural gem of New York.

Fraunces' Tavern, at Broad and Pearl Streets, where General Washington took leave of his officers in December, 1783. Now a museum and tavern.

The Bowery, where they used to "say such things and do such things."

Jumel Mansion, 160th Street and Jumel Place, built about 1763, used as Washington's headquarters in 1776. Now open to the public as a museum of relics of the revolutionary period.

So quickly does New York change that the Madison Square Garden, built only in 1890, is now considered one of the historic landmarks of New York.



New York Public Library



Union Square

Early Historical Facts of New York

- A.D.
- 1524 Harbor and island discovered by Florentine Verrazano.
 - 1609 Henry Hudson landed and explored Hudson River.
 - 1614 A few huts built on the south end of Manhattan by the Dutch traders.
 - 1624 First permanent settlement by the Dutch West India Company.
 - 1626 Peter Minuit, director-general of the province, bought Manhattan from the Indians for goods valued at about \$24.
 - 1647 Peter Stuyvesant, Governor.
 - 1650 Population, 1,000.
 - 1664 New Amsterdam seized by the English and named New York.
 - 1673 New York re-taken by a Dutch fleet.
 - 1674 New Amsterdam, by treaty, became an English possession, and name changed back to New York.
 - 1700 Population 5,000, about equally divided between Dutch and English.
 - 1783 British evacuated city.
 - 1789-1790 Seat of Federal Government.
 - 1790 Population, 33,131, passing Boston, and becoming the largest city in the New Hemisphere.
 - 1800 Population 60,500.
 - 1813 British blockaded harbor.
 - 1832, 1834, 1849 City scourged by cholera epidemics.
 - 1835 East Side, below Wall Street, destroyed by fire.



The John Wanamaker Store
New York

The JOHN WANAMAKER *Store*



WANAMAKER'S is not a store made up of undeveloped departments often unsatisfactory in merchandise and service.

It is an Institution

made up of individual stores—a community of specialized stores, each complete in itself, with specially prepared merchandise and personal service as distinguished and individual as though each store were an institution by itself; but all operated under one roof, one ownership, one management, one policy; and all sharing in the great advantages, economies, safeties, conveniences, comforts, hospitalities, courtesies, privileges and principles of the humanized co-operative public service, incorporated through education, training and experience into

The American NEW-SYSTEM Store
A Humanized Co-operative Public Service

WANAMAKER'S

The store of New York

Wanamaker's is New York's largest general store, not only in area of store buildings, in volume of sales, in variety and volume of merchandise, but in service and hospitality.

The present Wanamaker buildings harmonize the old A. T. Stewart traditions with modern merchandising. The Stewart building, built in 1862, but still a model of its kind, shelters the same sort of merchandise that made the Stewart Store the center of the shopping world, although actually it was said to be "too far uptown." Connected with this by five levels is the great, fine, model store building erected in 1906—the New Building—sixteen stories devoted to household necessities and comforts; specialized service for men and boys; and the new, original Down-Stairs Store, complete in itself, offering trustworthy merchandise at lowest possible prices.

In 1825, A. T. Stewart, greatest merchant of his day, opened his first store in New York City, at 283 Broadway. In 1826 he moved to 262 Broadway, and not long afterwards to 257 Broadway. In 1848 he built his marble store on Broadway at Chambers Street.

In 1862, A. T. Stewart erected, at a cost of two and a half million dollars, the six-story iron building with two basements, on "upper Broadway," extending from Broadway to Fourth Avenue and from Ninth to Tenth Streets, which, together with his store on lower Broadway, then given over to his wholesale business, were described

by the "New York Tribune" of contemporary time, as "the proudest monuments of commercial enterprise in the country."

In November, 1896, the building and stocks of merchandise in the upper Broadway store at Ninth Street were taken over by the present owner and the sign went up on the building:

JOHN WANAMAKER

Formerly

A. T. STEWART & CO.

In 1906, a new sixteen-story fireproof building, more than twice as large, was added to the old Stewart Store, connected with underground and overhead passageways, and the enlarged plant is now the home of the largest retail business in New York City.

With the new building the Wanamaker business was able to put into effect a long-cherished plan to specialize the service.

1. The old Stewart building became a specialized Store of Fashions for women and children, with built-in specialty shops each devoted to a separate kind of merchandise.
2. The Main floor of the New Building became a specialized Store of men's fashionable wear.
3. The upper floors of the New Building became the now famous Galleries of Furnishings, Decorations for the Home, with the House Palatial as the inspirational center.

In the Spring of 1916, the Down-Stairs Store, devoted to dependable merchandise of quality and fashion but at lesser prices than in the upstairs stores, was opened as an integral part of the Wanamaker business.

Stewart Building

First impressions of the Stewart Building are hospitality and comfort, and the accessibility of all parts of the store. The great Rotunda brings light to all parts of the building from within, while the large windows flood the store with light from without. This Rotunda lends itself readily to decoration, and with the coming of the different seasons is constantly kept a place of distinction and beauty.

Silk Rotunda

Silks possibly have the most beautiful and best daylight setting of any merchandise in any store in the world—directly at the base of the famous Stewart Rotunda with its historic horseshoe stairway. Here, looking up, one sees tier upon tier of balustrades guarding the various floors. The whole world contributes its finest fabric to this Silk Store and we are constantly working with artists, manufacturers and chemists to



The Wanamaker Rotunda



The Wanamaker Windows

produce original designs and even more artistic colors and weaves. Here, too, can be found a wealth of staple silks at the moderate prices that large buying power can secure.

Jewelry and Silver Store

It is fitting that the Jewelry Store can have the fine old Stewart setting for its home. It is truly a place worthy of its treasures. In simple, well-planned cases, separated by wide aisles and cheerfully brightened from above by fine old chandeliers, are displayed the treasures that have made the Wanamaker Jewelry Store a most important feature of the store service. To each of the great groups—diamonds, platinum and gold jewelry, watches, enamels, sterling silver tableware, clocks, field and opera-glasses—is given a separate section; while the silver tea-sets and other services for the table, the antique English silver, and the silver plate are shown in special courts. Just across the street from the Jewelry Store is Grace Church, with its wonderful chimes which play frequently throughout the day.

Wanamaker Book Service

The Book Store specialization is typical of the whole Wanamaker store. It is far more than merely an as-

toundingly complete stock of books—it is a book service.

The Book Store meets out-of-the-usual requirements of its clientele—gives little helps by the way—and offers specialized knowledge which is a valuable economy of customers' time and which insures at first hand a satisfactory purchase.

The personnel of the Wanamaker Book Store is made up of specialists—those who are thoroughly familiar with religious literature, those who are conversant with rare books and fine bindings, those who know the books of science, of philosophy, of fiction, of history, of biography, of domestic economics, of poetry, and of all the other literary classifications of knowledge and entertainment.

The London Book Shop is an example of the specialization within the whole Wanamaker Book Store. It is made up of about 10,000 volumes of the rare and beautiful in bookdom—the joy of the collector's and book-lover's heart.

The Children's Book Shop is still another example of the Book Store's specialization. Here are the books of babyhood, of little girlhood, of little boyhood.

Shoe Store

For the greater convenience of our customers, the Shoe Sections are distributed. The Women's, Girls' and Children's Shops are in the Old Building; the Men's Shop in the New Building; and the lower priced Shoe Store in the Down-Stairs Store. The common-sense Anatomik Shoe is featured.

In each of these separate shops may be found displays and varieties for all occasions, and a service which has made many women feel that there is only one place to go for shoes for the entire family—Wanamaker's.

Salons of Millinery

The pleasure of choosing hats is enhanced by the unobtrusive soft gray backgrounds of the several salons of millinery.

The "Salons Marcelle Demay" are entirely French in their setting. The hats are quietly original. They are made by French milliners in the atelier immediately adjoining the salons, and all the attendants are French.

Beyond these doors one finds oneself in the "French Millinery Salons" which resemble closely the hat shops found in the exclusive sections of Paris. The hats are designed by our French premiere and they will be made to order at practically the same prices as the similarly distinctive models in the cabinets. Prices are extremely reasonable.

The "Moderate Price Millinery Salons" specialize in English sports hats, in American copies of French hats, and in characteristic New York hats for the American woman's every mood—and all quite inexpensive.

Galleries of Fashion

In the Galleries of Fashion, Paris and America are happily combined. Here are constantly changing exhibits, frequently displayed formally, which introduce to American women the latest notes from Paris and London, and furnish the major inspirations for our domestic costumes. These sections are divided into appropriate groups for Women, Young Women, Girls and Children.

Corset Salons

are spacious, carpeted in gray, and flanked by charmingly appointed fitting rooms. There is the Louis XIII, the Louis XIV, the Louis XV, and the Elizabethan room, each quite perfect in its way. Expert corsetieres are here to fit each woman as an individual, not as a type. Many fine corsets are made in America and abroad exclusively for the Wanamaker Corset Salons.

Glove Shop

The Glove Shop specializes in fine gloves for every occasion and the careful and expert fitting of them.

Dress Fabrics Salons

A store of fine fabrics which is ever on the alert for originalities, and always the first to show the new dress-goods for Autumn, Winter, Spring and Summer. An important part of the Dress Fabrics Salons is one that the casual visitor does not see—the testing room. Here experts test every fabric that comes in and label it with its correct percentage of wool, cotton or silk. A daylight section for navy blue dress goods is another feature of the store. Nearby are conveniently grouped the Dress Trimmings, Laces, Embroideries, Notions and Ribbons.

Camée Shop

Delightful as this small Candy Shop is, with its fresh bon bons, chocolates and best-of-all-caramels, we believe the kitchen where all these good things are concocted is even more irresistible. A foreign chef in his



The Little Shops—Au Quatrième

white cap and apron makes everything from treasured French recipes. Camée candy is really delicious.

Baby Shop

A fascinating corner is the Baby Shop, where apparel for the heir and his tiny sister may be found.

Little French Shops

On an upper floor around the Rotunda is a circle of small gray salons. In them you will find always the newest blouses, lingerie and negligees from Paris. They were the first little shops of their kind in New York.

Just Inside the Broadway Door

where one may stop for a parasol if it is sunny or an umbrella if it rains, is the Parasol and Umbrella Shop, with its umbrellas showing an English smartness, and its sunshades a French chic.

Salon de Beauté

A pleasant, restful, helpful place in a quiet corner is the Salon de Beauté, with its daintily appointed manicuring tables, its large, comfortable waiting-room, and its many private rooms where experts shampoo and wave your hair, treat your scalp, and give the skin such care as it needs.

Au Quatrième

Down a red-flagged walk, with green vine-covered trellises, there are little painted shops with gay curiosity-piquing swinging signs done by a well-known artist.

There are: A Sports Shop where original sports costumes, amusing hats and decorative objects, mostly purely personal, are to be had; a Riding-habit Shop under the direction of a noted horsewoman; a School Shop where one's daughter's school outfit may be ordered by simply designating that the dress of any certain school be sent to her; and then the Novelty Shop, where are

gathered beautiful old and modern objects in which every person naturally and instinctively delights.

The Salons of Dressmaking also are situated on this beautiful floor with large, light, happy workrooms immediately adjacent.

Beyond the Novelty Shop the Little House stands with open doors—a house of five rooms which shows how charming the new decorative ideas look when put into practice; this being a part of the Bureau of Interior Decoration, which has a larger space on the farther side of this same fascinating fourth floor. Decorators are always at our clients' service to suggest and to plan changes in the decorations of the home, the club, private cars, yachts.

Au Quatrième is—*just Au Quatrième*. There is no place like it.

Guides' Office

The Guides' Office is always a welcome place for the visitor. Here guides can be found to conduct visitors about the store and to serve the shopper in every possible way. At the beginning of the Great War, the Guides' Office became the headquarters for the Red Cross Relief Work in New York City, and in many movements of public interest it stands ready to render such service as is necessary.

Public Conveniences

The entire Wanamaker store is dotted with quiet places for the comfort and convenience of guests. Writing desks, rest rooms and retiring rooms are conveniently distributed, and are welcome places for rest when one slightly tires of shopping.

We like to think of the many who come to us in the morning for the pleasanter shopping hours, lunch with friends in the Restaurant, enjoy the afternoon hour of concert in the Auditorium, visit the House Palatial, and then complete the day's purchasing happily during the closing hours.



A Corner of the Wanamaker Restaurant

Bridge of Progress

The Bridge of Progress, connecting the Old and the New Buildings, is symbolic of the growth and upbuilding of the Wanamaker business in New York. The architecture of the bridge is an adaptation of the Italian Renaissance School, designed to show harmony with the architecture of both buildings.

New Building

Floor by floor, the New Building is filled with well-planned shops and centers of interest which have become known throughout the world.

Burlington Arcade

The Burlington Arcade on the Street Floor is a reproduction of the Burlington Arcade in Piccadilly, London, of shops mainly devoted to the display of men's wearables. The goods sold in the little shops are selected by commissioners who make a careful study of the fashions and habits of the Englishman, as well as of the demands and requirements of the American.



The Wanamaker Auditorium

The Burlington Arcade floor is the New York home of the Redleaf label. The gloves, cravats, collars, shirts, underwear, etc., bearing this famous trade-mark, cannot be purchased elsewhere in New York.

On one side is the Men's Clothing Store, into which come only the very best of men's fashions and fabrics. No cotton is ever found here, as the famous all-wool standard, founded by the John Wanamaker Store, is rigidly adhered to. The Men's and Boys' Shoe Store, Shirt and Haberdashery Shops, Custom Shirt Shop, and the Boys' Store all combine to make this one floor the most complete place in New York for men and boys properly to outfit themselves.

London Shop for Men

The London Shop gives specialized service to men who like clothing with London inspiration; ready to wear, or to order.

All merchandise in this shop measures up to the standard of London which is the arbiter of men's fashions—as Paris is of women's. Some of the things are made in London; some in the United States; some in France; some in Italy; some in other countries. The place of manufacture signifies little; the character of the merchandise matters much. The merchandise includes lounge suits, morning coats, trousers, hats, topcoats, polo coats, weather coats, walking sticks, dinner suits, dress suits, umbrellas and caps.

The London Shop Service comprehends, also, the selection of shoes, luggage, sports wear and sporting goods. In a very agreeable environment customers will be shown the better qualities of any merchandise desired.

Piano Salons and Auditorium

Music has its temple on the First Gallery of the New Building. Here is located the Auditorium, with a seating capacity of 1,300, one of the largest auditoriums in New York. It occupies a space of eighty by one hundred feet, and extends through three floors of the building.

The entire inside area of the Auditorium is free of supporting pillars. The arch, which supports the ten stories above, is one of the largest and heaviest pieces of steel construction ever put into a building.

The mural decorations were done by Frederick K. Frieseke, of the Societe Nationale des Beaux Arts of Paris, who ranks among the foremost of mural painters, as the decorations attest. The wonderful Austin Organ in the Auditorium has sixty-four speaking stops, as well as swells, couplers, etc., and four banks of keys. Controlled by the stops are two chimes of bells, a snare drum, kettle drums, cymbals and triangle. The tone quality of the organ, and the perfect acoustic properties of the Auditorium, make the almost daily concerts most popular.

The Wanamaker Piano, Player-Piano and Victrola Salons, adjoining the Auditorium, are among the

most superbly appointed salesrooms in the world. The splendid Greek Room is exquisitely decorated. Its walls and columns are covered with elaborate marquetry work, and the ceiling is done in gold leaf. Some of the rooms are decorated in pure Venetian Gothic; others are in simple Colonial style. The Art Room is an adaptation of the Louis XVI period, in white and gold, with decorated panels over the doorways.

Oriental Shop

Over the Bridge of Progress one comes into the Place of the Far East—the Oriental Shop. Here are the objects of art for which China has been famous for centuries. Marvelous carved rock crystal, beautiful carved jade, and articles of rose quartz, amethyst quartz, lapis lazuli, agate and other semi-precious stones, in addition to the rare old porcelains and splendid Coromandel screens. Both Japan and China contribute the mandarin embroideries and the fascinating bronzes, the



A Room in the House Palatial

characteristic furniture of the wealthy Oriental of long ago and the prints of the same vanished period.

Here, too, one sees modern Japan and China—in porcelains, pottery, furniture and furnishings, and in small articles for souvenirs. There is usually some exhibition of more than passing interest—perhaps an Eastern shrine, or a typical six-mat house or something to vividly place before one the mystery and charm of the East.

Galleries of Furniture

The Galleries of Furniture cover the major portions of the fifth, sixth and seventh floors, presenting the largest continuous showing of furniture in New York. The furniture of various needs is displayed in allied groups, and special display rooms show it in practical use. These sections are home places where men and their wives find convenient selecting of fine, practical furniture. Special exhibits of timely value, and the Great Furniture Sales of February and August bring to these floors practically all home builders, visiting or living about New York, some time before they make their final decisions and purchases.

The House Palatial

The House Palatial or the "Home Beautiful," an appellation given it by thousands of persons who have been charmed with its splendors, consists of a two-story house built as an integral part of the new building, containing twenty-four rooms designed in correct period or modern style, and every room in the house obviously different in character, although all help to make up a harmonious whole. It represents the best of the house designing, furnishing and decorative arts. More than a million people every year visit the House Palatial.

Oriental and Domestic Rug Store

Rugs, in their very beauty and varied character, are among the most interesting merchandise in the Wana-

maker Store. The great mills of this country and abroad are always sending to us new shipments of their best patterns and weaves, and great importance is placed upon their proper display. Special representatives in the East select the rare and trustworthy of the Oriental Rugs, and our close touch with these obscure markets permits us to bring quickly to this store the very best products of the Asiatic countries. Special exhibitions at frequent intervals are a happy result of our great purchasing power and ceaseless watchfulness.

Upholstery Store

The Upholstery Store, newly arranged, and always freshly stocked, is a home place filled with sensible suggestions. The newest note in curtains and curtain materials, cretonnes from abroad and at home, bed sets, furniture coverings, etc., all are here—as well as selected antiques of distinction.

Bedding Store

The Bedding Store has the most comprehensive stocks in the East of blankets, comforters, quilts, and bedspreads, from the simple, inexpensive good kinds to the finest products of lamb's wool and swan's down.

The hygienic bedding, most of which is made on the premises, has become known all over the United States.

China, Glass and Artwares Store

To see the fine and the new China, Glass and Artwares now being produced in this country and abroad, one has simply to walk through the conveniently arranged Wanamaker display rooms, circling the Rotunda in the New Building. We are constantly co-operating with our manufacturers to improve glass- and pottery-making, and particularly to encourage the manufacture of wares that have heretofore been procurable only in the foreign markets. Special displays of novelties and fine pieces are constantly being made here, and quickly



A Corner of the Wanamaker Golf School

find their way into the homes of our patrons. Marble statuary, bronzes and Artwares of interesting character are featured. Large and unusual stocks of the more needed and practical China and Glassware complete this most notable store.

Toy World

In the Wanamaker Toy Store it is Christmas all the year around, and special care is taken that the children shall remember a visit here as one of the pleasant memories of their New York excursion. Here is a great playroom filled with the best of toys and games in all the world, where boys and girls—and parents, too—live in the land of wonder and fun.

Golf School

Opened in the Fall of 1914, the Golf School is now recognized as the best equipped Golf School in America. Here men and women can be schooled during the indoor months by the best professional golf instructors of Great Britain and the United States.

The physical equipment consists of a putting green of a variety of contour and pace, driving tees with nets, a workshop for repairing and club-making, showers, lockers and rest rooms.

Visitors will find a pleasant Waiting Room in the Golf School supplied with current golf papers and magazines.

The Sporting Goods Store adjoins the Golf School.

Other Distinctive Shops

The Linen Store, in its sunlight home, is always bright with snowy displays of pure Household Linens. All merchandise permitted to come into this Linen Store is rigidly judged for its all-linen quality, its fineness and value.

Other distinctive shops, making the New Building a complete Store of Household Necessities and Comforts, are the Housewares Store, with thousands of comforts and helps for the efficient home; the Camera Shop and the fascinating Picture Galleries.

Fur Storage Vaults

In the Wanamaker Cold Storage Vaults, tens of thousands of fur coats, rugs and other articles spend the summer, free from the ravaging influence of heat which dries out furs, hardens skins, ruins lustre. Here they are safe, too, from moths, fire, dust or burglars. The temperature of the vault is about 16 degrees



The Wanamaker Fur Storage Vault

above zero all the time; it never goes above freezing point—which would induce moisture.

This low even temperature keeps furs in as near to their natural condition as possible, thus preserving the natural oils of the skins, their glossiness and life.

The vault is on the premises, an integral part of the New Building, and is constructed scientifically, with 24-inch thick walls of cork and fireproof materials. An incessant circulation of cold air is kept passing through iron-coiled piping connected with an ammonia tank in the sub-basement. The cold air enters near the ceiling of the vault and leaves through outlets at the bottom. Moths cannot live in this vault. They would freeze to death immediately.

All articles are carefully handled. Every muff is hung on its own wooden peg. Every wrap has its own separate hanger. Facilities for service are very complete. Furs can be remodeled or repaired if the customer desires. The cost of this perfect storage service is very moderate, based upon an agreed valuation between owners of furs and ourselves.

Visitors are always welcome to visit and inspect this cold storage vault.

Wanamaker Restaurant

The Wanamaker Restaurant and London Lounge in the New Building is delightfully situated, as it overlooks the greater part of Manhattan and Brooklyn lying beyond the East River. The seating capacity is over one thousand.

The kitchen is modern, scientific and spotless; a cleanly place which we show to our visitors with a great deal of pride.

Our guests find it a great convenience to shop, visit and lunch under the same roof; and the excellence of the cuisine and the courteous service received make a "luncheon at Wanamaker's" very pleasant.

Wanamaker Wireless Telegraph Service

The Wanamaker Stores in New York and Philadelphia are the first in the world to be equipped with Wireless Telegraph Service. The two stations are official stations of the Marconi Wireless Telegraph Company of America, and are open for the receipt of messages during the hours the stores are open.

M e s s a g e s for steamers are received at the Marconi Office, main floor, Old Building. Direct communication can be had with all ships equipped with Marconi apparatus within 150 miles of the Wanamaker Stores. The station on the roof is open to visitors.



Wanamaker Wireless Station

Public Service Conveniences of the John Wanamaker Store

Information Bureau, Post Office and Parcel Post Station, Theatre Ticket Office, Railroad Ticket Office, Parcel Checking Rooms, Marconi Wireless Station, Guides' Office, Auditorium, Reading, Writing and Rest Rooms, Red Cross Headquarters, Telegraph and Cable Office, and Public Telephones.

Statistics of the Wanamaker Store

The Stewart Building was erected in 1862; the New Building was completed in 1906.

The Stewart Building has six stories above the ground and two below. It is 97 feet high.

The New Building has fourteen stories above the ground and two below. It is 219 feet high.

There are 35 passenger elevators, 6 freight elevators and eight stairways.

1905 windows flood the floors with light.

104 display windows, facing on eight fronts, give great opportunity for showing merchandise in appropriate settings.

The telephone exchange handles 14,000 calls a day.

In the Stewart Building, the levels are called "floors;" in the New Building, "galleries."

Following the French custom, the ground floor is called the Main Floor, the floor next above, the First Floor, etc.

The floor space of the two buildings covers 1,259,563 square feet; more than 32 acres.

The House Palatial is visited annually by hundreds of thousands.

The buildings are protected from fire by 31,600 sprinklers.

In the Delivery System are 111 automobiles, 43 wagons, and 63 horses.

The ice machines have a capacity of 100 tons daily.

The capacity of the Fur Storage Vault is from 40,000 to 50,000 pieces, of a value between \$2,000,000 and \$3,000,000.

The store opens at 8:30 and closes at 5:30; except during June, July and August, when it closes at 5. Since 1914, the store has closed all day Saturday during July and August.

The number of employees ranges from five to nearly eight thousand, according to season.

New York and Wanamaker's

There is no territory of equal area in the world that approaches in value the section on Manhattan Island extending from Battery Park to 59th Street. The real estate with improvements in this district represents more than one-third of the total assessed valuation of the entire five boroughs, and within its limits resides considerably more than one-half of the population of Manhattan.

In the geographical center of this wonderful city within a city, which in turn is in close touch with surrounding suburban life, is the Wanamaker Store. Within two miles of its entrances there is a resident population of 1,250,000 and real property assessed at more than \$3,000,000,000. Every existing and proposed subway and rapid transit line in the city, as well as all of the important surface railways, the great East River bridges and tunnels, the Hudson River tunnels and ferries, the railroad systems of the entire country, and the principal foreign steamship lines, have for their objective point



A Wanamaker Quick-Delivery Car

lower Manhattan, and are closely linked with the Wanamaker store locality.

The count of street traffic, made by the Police Department in the neighborhood of the Wanamaker Stores, covered a continuous period of ten hours, from 8:30 a. m. to 6:30 p. m., with the result noted below, at the four street intersections nearest the Wanamaker Stores:

Broadway and 8th Street	4,451 vehicles 17,886 pedestrians
Broadway and 9th Street	5,507 vehicles 46,830 pedestrians
4th Avenue and 8th Street	4,639 vehicles 27,830 pedestrians
4th Avenue and 9th Street	12,076 vehicles 20,680 pedestrians

Practically every important office building, financial institution, hotel, theatre, wholesale and retail establishment, steamship pier and railroad terminal in New York, can be reached from the Wanamaker Store within ten or fifteen minutes, for a five-cent fare, and with but few exceptions, without a change of cars.

All Roads Lead to Wanamaker's

BY Subway direct—from Manhattan, Bronx, Brooklyn—Astor Place Station within the store.

By Third, Sixth and Ninth Avenue Elevated.

By all surface cars on Broadway (Seventh and Lexington Avenues included) all on Fourth and Madison Avenues and on Eighth Street—direct to our doors.

By Hudson Tubes, direct from New Jersey to Ninth Street.

By all stage and 'bus lines down Fifth Ave.

By all trains entering Grand Central Station—under cover all the way (by Subway) to the Store.

By Pennsylvania Terminal trains by direct trolley via Seventh Avenue Brooklyn car.

By Long Island Railroad direct to Brooklyn Atlantic Avenue Station, thence directly into the Store by Subway; or into Pennsylvania Station.

By Ferry and direct Subway from Staten Island.

By Steinway Tube from Long Island City, transfer to Subway direct to our doors.

Merchandise and Conveniences of the John Wanamaker Store

A	G	O
Antiques	Girls' Coats and	Optical Goods
Art Embroideries	Dresses	Organs
Au Quatrième	Glassware	Oriental Goods
<i>Auditorium</i>	Gloves	P
B	<i>Golf School</i>	<i>Personal Service</i>
Baby Carriages	H	<i>Bureau</i>
Bags	Handkerchiefs	Pianos
<i>Barber Shop</i>	Hosiery and Under- wear	Player-Pianos
Bedding	House Furnishings	Pictures and Frames
Birds and Accessories	<i>House Palatial</i>	Precious Stones
Blankets	Housewares	R
Books	I	Restaurant
Boys' Clothing	Infants' Wear	Ribbons
C	<i>Interior Decorating</i>	Rugs
<i>Camée Shop</i>	J	S
Camera Supplies	Japanese Goods	<i>Salon de Beauté</i>
Carpets	Jewelry	Sewing Machines
Chiffons	K	Shoes
Children's Apparel	Kodaks	Silks
China and Cut Glass	L	Silverware
Clocks	Lace Curtains	<i>Soda Fountain</i>
Coats, Women's and Young Women's	Laces	Sporting Goods
Confectionery	Lamps	Stationery
Cutlery	Leather Goods	Suits, Women's and Young Women's
D	Linens	T
Dress Goods	Lingerie	Toilet Goods
Dresses, Women's and Young Women's	Linoleums	Toys and Games
E	<i>London Shop</i>	Trimmings
Embroideries	Luggage	Trunks
English Shops for Women	M	U
F	Maids' Apparel	Umbrellas
Fancy Goods	<i>Mail Order Section</i>	Uniforms
Favors	Men's Clothing	Upholstery
French Dressmaking	Men's Furnishings	V
French Shops	Millinery	Vanities
Furniture	Motor Apparel	Veilings
<i>Fur Storage</i>	Motor Accessories	Velvets
Furs	Musical Instruments	Victrolas
N	W	W
Neckware	Watches	White Goods
Notions		



The Wanamaker Bridge of Progress (as originally constructed)

Shopping at Wanamaker's—By Mail

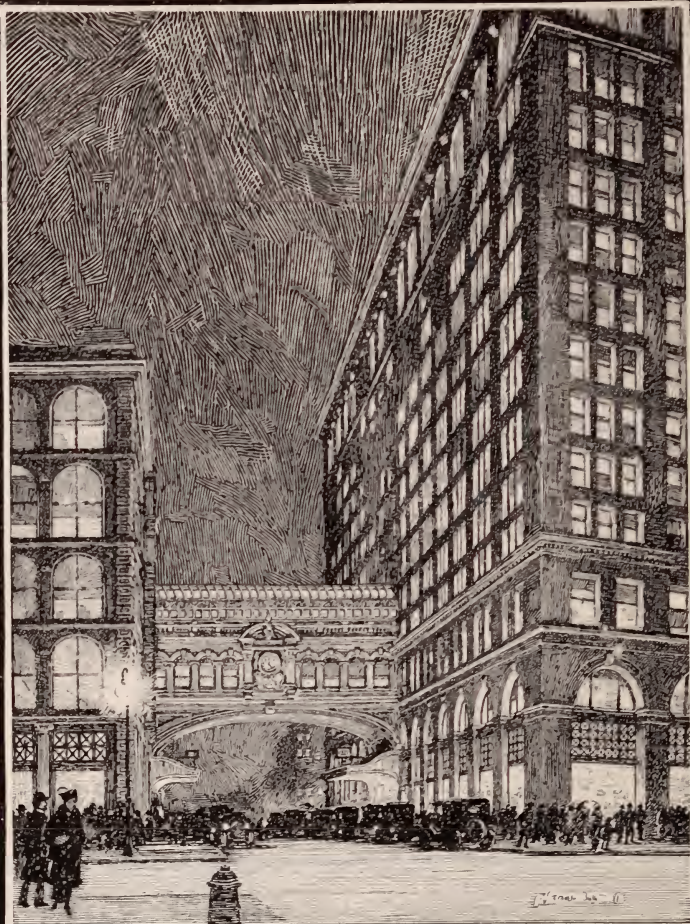
You will be surprised how delightfully easy it is, and how entirely satisfactory, to shop by mail at Wanamaker's.

And it really is "shopping," too. For we have a staff of capable young women who go through the store, personally representing you, with your letter actually in hand. Next to actually doing it yourself, this is quite the most satisfying way to shop.

The Wanamaker Catalog presents a large variety of "wearables" for women, young women, growing girls and boys, and children. It is all Wanamaker standard merchandise, with the Wanamaker guarantee—refund of money if anything wears unsatisfactorily.

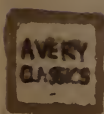
If your name is not already on our mailing list, may we put it on today?

If what you want is not illustrated in our catalog, write to the Store and ask for whatever you desire. The entire store is at your service, by mail as completely as though you were shopping in person.



The Wanamaker Store on Christmas Eve

With the coming of each Christmas Season, the Wanamaker Store reaches its highest and happiest point of efficiency and service. The late winter afternoons bring to the store buildings, never open at night, a homelike warmth and glow happily reflected in our patrons, salespeople and holiday merchandise.





WANAMAKER'S
The store of
New York

BRIDGE OF PROGRESS